

Prominent eCommerce Trends and Their Influence on Design



1. Artificial Intelligence

Companies are already tapping into AI-powered tools to aid discovery of products and personalize UX. According to Business Insider, e-tailers that have implemented personalization strategies see sales gains of 6% to 10%.



2. Augmented Reality

As AR becomes more mainstream, products placed in a home or on a body will be huge. Additionally, 70% of buyers are likely to be more loyal to brands who incorporate AR as part of their shopping experience.



3. Chatbots

Enable shoppers to do more, smoothly and more quickly. A sophisticated chatbot paired with AI can take contextual cues and give customers recommendations.



4. Shipping Speed

Shipping speed is now critical. Reducing the time between click and delivery is likely to become one of the fiercest fights in the eCommerce boxing ring.



5. Recommendations

Amazon's integrated recommendations are responsible for an increase of around 30% in sales. With AI, it's now possible to provide the right recommendations at different stages of the buyer's journey.



6. Shop the Look

Showing pictures and videos of clothes worn in different environments will nudge people more effectively toward clicking the "buy" button.



7. Customization

Making a unique product for the right price will be profitable and a differentiating factor.



8. Voice Ordering

Especially for recurring orders, utilize Alexa or Google Home to reorder automatically. Enable voice ordering in your mobile app so customers can order quickly by simply talking to it.



9. Social Proof

If you can show shoppers that somebody in their circle of friends has also bought a particular item, show it. Have a presence on Instagram, Facebook, Twitter.



10. Mobile First

It's critical that an eCommerce site works well on mobile first. Mobile users are 50% more likely to purchase something immediately.



11. Hyper Localization

Mobile users are significantly more likely to purchase from companies whose mobile sites or apps customize information to their location.



12. Superior Customer Experience

87% of online shoppers want better CX from their favorite brands. A superior customer experience is becoming a new competitive battleground and a major factor for customers to click "buy."